GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:913
ANSWERED ON:19.07.2002
FOCUS JAPAN PROGRAMME BY LEATHER DEVELOPMENT COUNCIL
AMBATI BRAHMANAIAH

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Leather Development Council has started a `Focus -Japan` programme to develop better ties with Japan for leather export;

(b) if so, the details of said programme;

(c) the extent to which Leather Development Council has succeeded in achieving its target;

(d) whether Government have also provided financial assistance to Leather Development Council to hold exhibitions in Japan;

(e) if so, the details thereof; and

(f) the details of the guidelines issued for spending this fund?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) & (b) : Yes, Sir. The Council for Leather Exports has planned a comprehensive market development and export promotion programme called `Focus - Japan` to consolidate and expand our share of exports of leather products to Japan.The programme includes Market Study on Japanese Leather Sector, organisinga seminar on Indo-Japanese Buyer - Seller Meets and undertaking publicity awareness programmes in Japan for creating awareness among Japanese buyers on the capabilities of Indian manufacturers.

(c) The export of leather and leather products to Japan have risen from US $ 7.30 Million in 1998-99 to US $ 15.32 Million in 2001-2002.

(d) (e) & (f) The Government has sanctioned a sum of Rs. 76.66 lacs under Market Access Initiative (MAI) Scheme for undertaking various activities which include Market Study Publicity and Buyer - Seller Meets.The funds are required to be spent as per guidelines of M.A.I. Scheme.